



Corridors *of* Opportunity







Cultivate
PROSPERITY

Strengthen
COMMUNITY

Build
LEGACY

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-  Beatties Ford Road/
Rozzelles Ferry
-  Sugar Creek/
I-85
-  Graham Street
North Tryon
-  Central/
Albemarle
-  West Boulevard
-  Freedom Drive/
Wilkinson

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ALL-IN APPROACH

- ▶ Corridors of Opportunity is a demonstration of the City's commitment to support equitable investment, holistic neighborhood revitalization and to facilitate the ability for long-time residents to stay-in-place within the six identified corridors
- ▶ Cross-collaborative and coordinated effort to deploy resources in a tailored way to address the opportunities unique to each corridor



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CROSS-COLLABORATIVE EFFORT

- ▶ **Support** each corridor with resources and services that sets the corridor and its residents up for success
- ▶ **Strengthen** connection amongst residents and business to catalyze growth.
- ▶ **Ensure** success for generations to come, short-term and long-term

Great Communities



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COMMUNITY FOCUSED & DATA DRIVEN



BEATTIES FORD Implementation Corridor

IMPLEMENTATION

	FIVE POINTS	OAKLAWN	LASALLE	CORRIDOR WIDE
Completed	<ul style="list-style-type: none"> Sankofa development project 	<ul style="list-style-type: none"> Street Eats Ritz @ Washington Heights 	<ul style="list-style-type: none"> WSLT Gilbert St properties E-fix development projects 	<ul style="list-style-type: none"> Public Space Master plan Free public wi-fi HWENA capacity support
In Progress	<ul style="list-style-type: none"> Two-way redevelopment project 	<ul style="list-style-type: none"> Urban Arboretum Trail Staying in Place pilot Vest treatment plant placemaking Intersection enhancement (Q4 2024) 	<ul style="list-style-type: none"> Intersection Enhancement (Q2 2025) Traffic signal @ Catherine Simmons (Q2 2025) Sidewalk improvement Allegra Westbrook Library placemaking 	<ul style="list-style-type: none"> Bike Boulevard (Q4 2024)
On Going			<ul style="list-style-type: none"> Alternative to Violence Urban Mainstreet 	<ul style="list-style-type: none"> Business Matching Grants Strategic Land Acquisition



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IMPLEMENTATION IN ACTION:

Beatties Ford @ Lasalle St



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WEST BOULEVARD Implementation Corridor

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IMPLEMENTATION

	BARRINGER DRIVE	REMOUNT	CORRIDOR WIDE
Completed		<ul style="list-style-type: none"> Street Eats 	<ul style="list-style-type: none"> Public Space Master plan Free public wi-fi
In Progress	<ul style="list-style-type: none"> Intersection enhancement (Q2 2025) I-77 underpass lighting 	<ul style="list-style-type: none"> Intersection enhancement Mobility plaza New bus shelters Property acquisition 	<ul style="list-style-type: none"> Developing merchant association (Q4 2022) Upgraded pedestrian lighting
On Going			<ul style="list-style-type: none"> Business Matching Grants WBNC capacity support 3 Sisters Market support Strategic Land Acquisition



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IMPLEMENTATION IN ACTION:

West Blvd @ Remount Rd



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Sugar Creek Safety through Investment

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IMPLEMENTATION

► Playbook Draft to be Released Spring 2022

- Listening Sessions with Neighborhoods to occur this Spring

► Key Priorities

- Reduce crime and improve public safety
- Improve the interchange: safety, housing, aesthetics and new investment are critical to changing the dynamic in the neighborhoods
- Improve mobility in the corridor, with pedestrian focused improvements in Derita and Hidden Valley to connect to assets
- Support job growth in the corridor through small business and new development
- Utilize housing tools to prevent displacement



SUPPORT SMALL BUSINESS



PRIORITIZE INTERSECTION

Albemarle Enhancing Culture

IMPLEMENTATION

- ▶ **Playbook Draft to be Released Spring 2022**
- ▶ **Big Ideas**
 - Leverage international food presence/assets (e.g. International food hall and community hub)
 - Improve pedestrian, cycling, and transit accessibility to connect neighborhoods, commerce and culture (e.g. Albemarle Cultural Trail)
 - Reinvigorate retail centers through façade rehab and small business support
 - Explore additional small business support programs
- ▶ **Partnership**
 - Identify community partners and funders to quickly implement key strategies

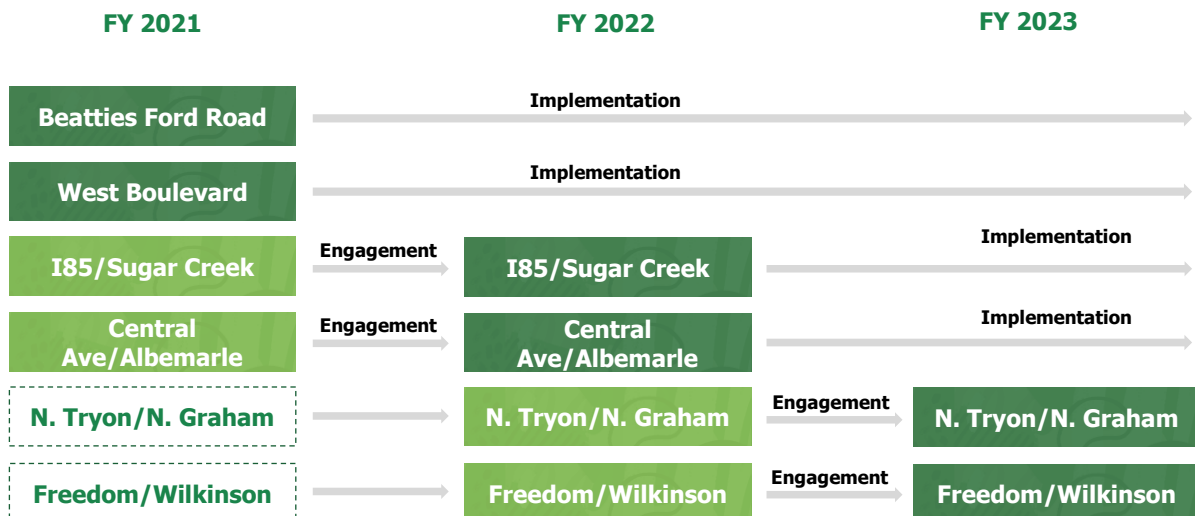


INTERNATIONAL FOOD HALL



RETAIL CENTER REHAB

ADVANCING ALL SIX CORRIDORS



Evolving Structure

Leveraging New Opportunities

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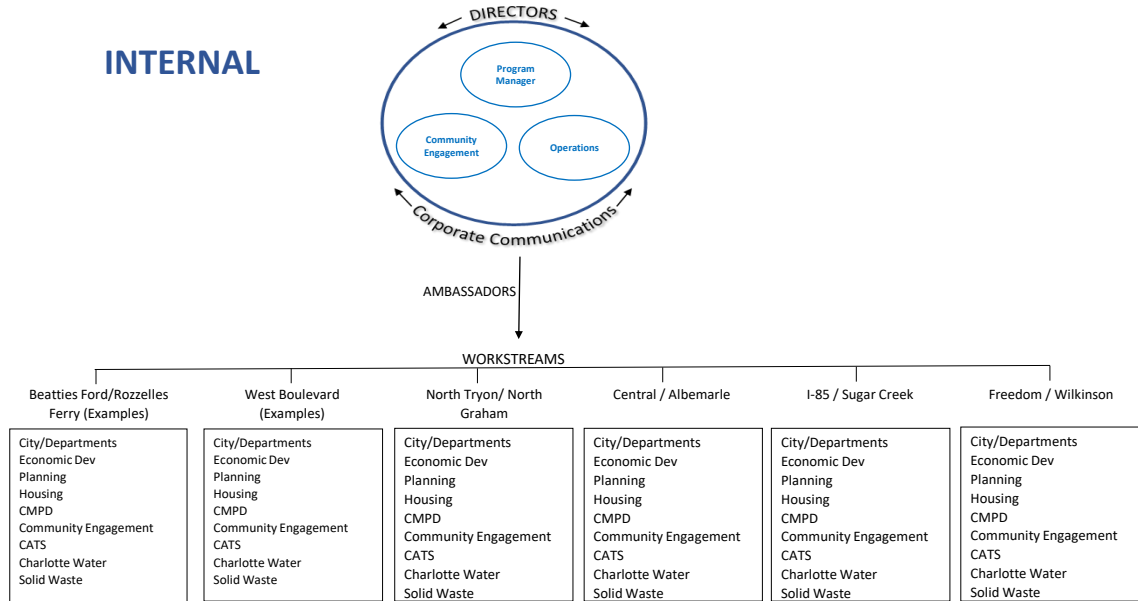
EFFECTIVE COLLABORATION TO MAXIMIZE IMPACT



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PROPOSED GOVERNANCE STRUCTURE

INTERNAL

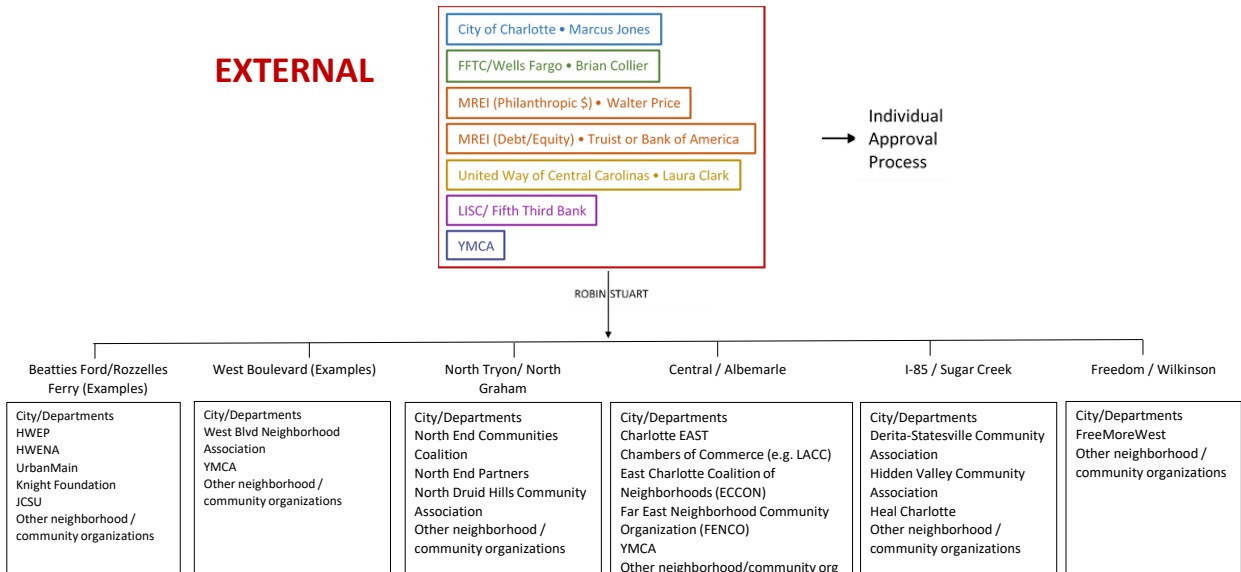


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PROPOSED GOVERNANCE STRUCTURE

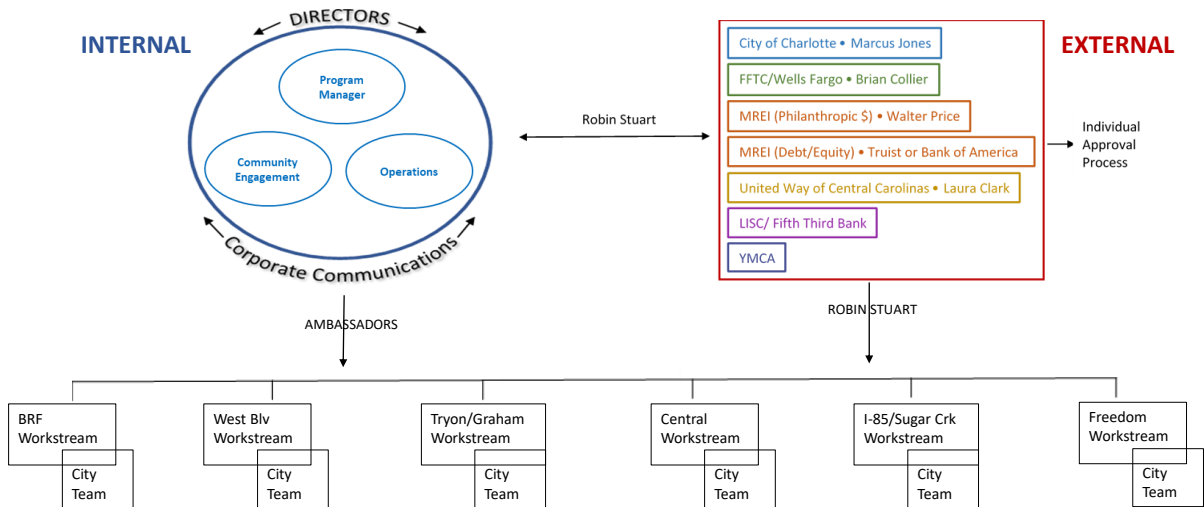
EXTERNAL



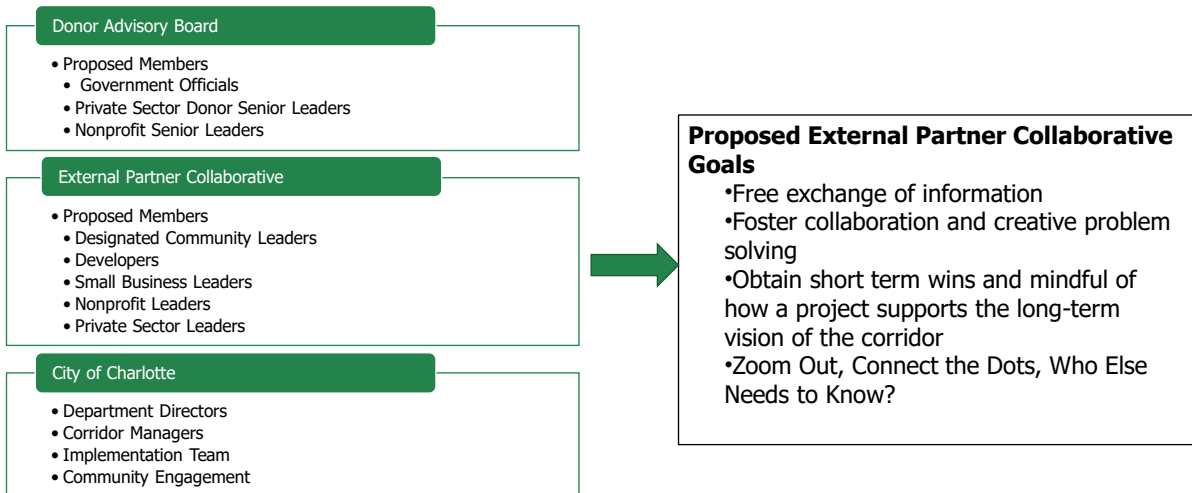
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PROPOSED GOVERNANCE STRUCTURE



PROPOSED GOVERNANCE STRUCTURE



NEXT STEPS

Item	Date
Finalize External Partner Governance Structure and Workstreams	April 2022
Define External Partners Roles, Responsibilities and Preliminary Measures of Success	May 2022
Establish Weekly External Partner Governance Meetings	May 2022
Conduct Regular Updates	Ongoing



CharlotteNC.gov/CorridorsOfOpportunity